

Sales Guide

RICOH SP C252DN

✓ Colour ✓ Network ✓ Duplex ✓ Wireless

SP C252SF

+ ✓ Copier ✓ Scanner ✓ Fax

Desktop A4 Colour Printer & MFP

RICOH
imagine. change.



SP C252DN

20
ppm

Colour, B/W

SP C252SF

20
ppm

Colour, B/W

This sales guide is to be used by sales staff as a training aid. It is not a sales tool and should not be shared with customers. Whilst care has been taken to ensure the information provided in this guide is accurate, no liability will be accepted for errors or omissions.

1. Introduction



Ricoh's new SP C252DN printer and SP C252SF MFP are colour desktop systems. Effective and economical, they will meet the imaging needs of busy professionals and workgroups, combining quality and uncompromising performance with low running costs.

SP C252DN is a desktop printer. It delivers 20 ppm colour and black-and-white throughput, prints double-sided and can be shared wirelessly by workgroup users. The intuitive point and click PCL and PS3 print drivers support advanced features such as electronic sorting and booklet printing.

For a small additional investment, SP C252SF will also scan, copy and fax. A document feeder automates scanning processes. Documents can be scanned to e-mail or saved to a network location. Colour copies are produced full engine speed and faxes are easily sent and received.

SP C252DN and SP C252SF support mobile networking. Both models are equipped with wired and wireless interfaces and, using Ricoh's Smart Device Print and Scan app, busy executives can save time by printing from their smartphones and tablets.



With their 65,000 page duty cycle and high capacity consumables, the new models will reliably and affordably meet large document volumes. Low energy consumption, double-sided printing and an economy colour mode also help to reduce running costs.

Both models are equipped with a 250 sheet front loading paper tray. A single sheet bypass can be used to feed letterhead paper and other non-standard media. The paper capacity can be expanded with the addition of an optional 500 sheet paper tray.

This guide explores the functionality of the new products in more detail, exploring sales opportunities and identifying key selling points. It also provides side-by-side competitor comparisons.

2. Concept

Reduce TCO

SP C252DN and SP C252SF represent excellent value for money. SP C252DN is a network ready PCL / PS3 printer which supports wireless and mobile printing. SP C252SF also offers scanning, copying and fax. High capacity consumables, an economy colour mode and low typical energy consumption reduce running costs and ensure a low total cost of ownership.

- Value added print solution
(SP C252DN includes WiFi, PCL and PS3 printing)
- Affordable 4-in-1 MFP
(SP C252SF includes scanning, copying and fax)
- Economy colour mode reduces toner consumption
- High yield consumables contribute to low page costs
- Energy efficient design ensures low TEC (typical energy consumption)



Increase Productivity

With SP C252DN and SP C252SF, colour doesn't compromise productivity; colour and black-and-white output is delivered at the same brisk pace. Ready to go within 30 seconds of powering up, SP C252DN and SP C252SF will produce their first print in 14 seconds and, running continuously can produce 20 single-sided A4 prints or 12 double-sided A4 prints a minute.

- Ready to go within 30 seconds of powering up
- Colour and black-and-white output produced at the same speed
- One-off prints and copies delivered in 14 seconds
- 20 single-sided / 12 double-sided prints per minute
- Duty cycle (peak volume) of 65,000 pages a month



Print, Copy, Scan and Share

SP C252SF is a fully featured 4-in-1 MFP. A 35 page document feeder automates scanning processes. Documents can be scanned to e-mail or saved to a network location. Fax messages can be sent remotely and transmitted in just three seconds. The copier automatically sorts multiple copy sets and provides a simple ID card copy facility.

- Print, copy and scan in full colour
- Send and receive fax messages
- Integrated 35 sheet ADF
- Scan to e-mail and folder
- Combine Copy and ID Card Copy features



Improve Mobility

SP C252DN and SP C252SF are easily shared by workgroup users. Equipped as standard with a USB 2.0 port and ethernet and wireless network interfaces, they can be connected seamlessly in virtually any print environment. Improving mobility, Ricoh's Smart Device Print and Scan app enables users to print from a smart phone or tablet.

- Network ready printer (SP C252DN) and MFP (SP C252SF)
- Standard USB 2.0, ethernet and wireless interfaces
- Point and click PCL and PS3 print drivers
- Compatible with Ricoh's Smart Device Print and Scan app
- Print from a smart phone or tablet



Save Space

The new printer and MFP are amongst the smallest in their class. With a footprint of just 0.18 m² (SP C252DN) and 0.21 m² (SP C252SF), they will release valuable desk space. SP C252SF is a 4-in-1 MFP which combines print, copy, scan and fax functionality in a single compact unit. Network ready, they can be shared by workgroup users reducing the number of devices required.

- Tiny footprint releases desk space (0.18 m² SP C252DN / 0.21 m² SP C252SF)
- SP C252SF combines print, copy, scan and fax functionality
- Network ready for shared use
- Internal duplex and paper tray
- Front facing operation



Conserve Energy

SP C252DN and SP C252SF are Energy Star 2.0 certified. In sleep mode, the new models consume less than 2.8 W. The energy-efficient sleep mode contributes to a low Typical Energy Consumption (TEC) rating of just 1.6 kWh. Sleep mode doesn't hamper productivity. SP C252DN and SP C252SF will recover from sleep mode to full productivity in just 10 seconds.

- Energy Star 2.0 certified
- Energy-efficient sleep mode (less than 2.8 W)
- Recovery from sleep mode takes just 10 seconds
- TEC rating of 1.6 kWh (SP C252DN and SP C252SF)
- Duplex printing also reduces paper consumption

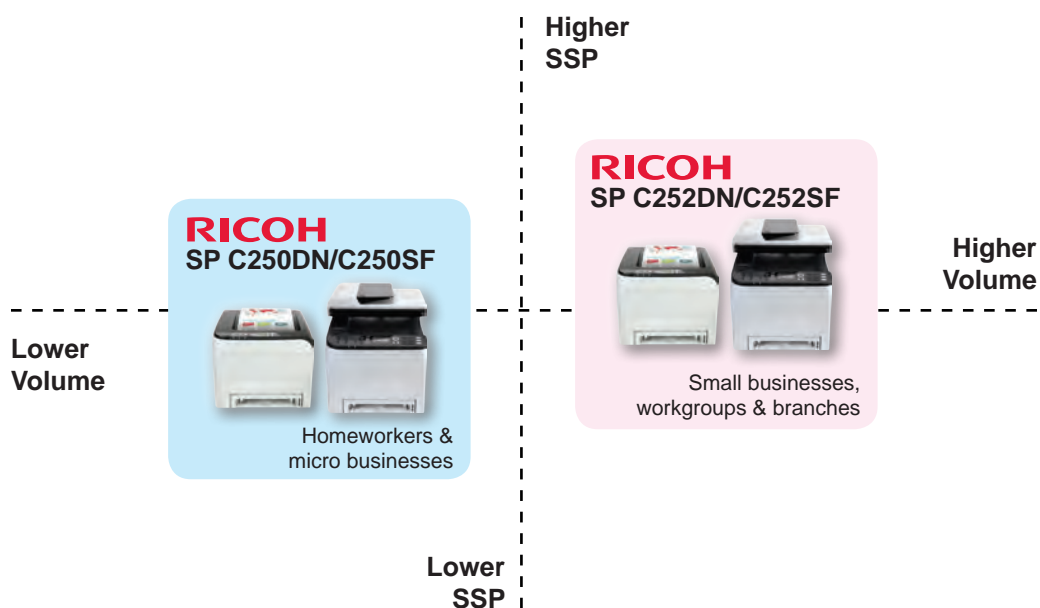


3. Positioning

Ricoh's SP C252DN printer and SP C252SF MFP are professional imaging solutions which deliver uncompromising quality and performance. Network ready, primed with high yield consumables and capable of producing large volumes of print, they have a low total cost of ownership and will appeal to cost conscious customers. They are likely to be used as shared workgroup solutions by small to medium sized workgroups and as personal devices by busy executives.



SP C252DN and SP C252SF sit alongside the SP C250DN printer and SP C250SF MFP in Ricoh's colour laser printer and colour MFP product ranges. SP C250DN and SP C250SF share similar specifications to SP C252DN and SP C252SF but are designed for lower volumes applications and use lower yield consumables. Whilst relatively inexpensive to replace, the use of lower yield cartridges does increase page costs.



4. Comparison with Predecessor

SP C252DN and SP C252SF replace SP C242DN and SP C242SF in Ricoh's colour laser printer and colour MFP product ranges. The new products share many of the advanced specifications of their predecessors. The major improvement points are networking, mobility and cost.

SP C252DN and SP C252SF have built-in wireless network capability, making it easier to connect them in home and small business environments. Ricoh's Smart Device Print and Scan app improves mobility by enabling users to print from a smart phone or tablet.

A new feature, Economy Colour Mode (via @Remote), helps to cut page costs by reducing toner density. Ricoh has also taken the opportunity to review the products' price positioning, reducing the SSP to further reduce the total cost of ownership.

Advantages over SP C242DN and SP C242SF include:

- Lower SSP (suggested selling price)
- Economy colour mode (via @Remote)
- Wireless network interface
- Print from smart phone and tablet (Ricoch Smart Device Print and Scan app)
- New point and print PCL and PS3 print drivers
- Support for electronic sorting and booklet printing
- Lower power consumption (TEC ratings of 1.6 / 1.6 kWh vs 3.0 / 3.33 kWh respectively)
- New panel colours match those of other Ricoh devices



5. Target Markets

Ricoh's SP C252DN printer and SP C252SF MFP are cost effective desktop solutions. Offering uncompromising performance and quality, they are designed for corporate customers needing desktop solutions to supplement departmental printers and MFPs. They are likely to be used as shared devices by small workgroups and as personal devices by busy executives.

Key to SP C252DN and SP C252SF's positioning is their low total cost of ownership. Network ready, they can be shared by multiple users and are capable of producing large volumes of print. For a small additional investment, SP C252SF will also scan, copy and fax. The use of high yield consumables helps minimise page costs.

SP C252DN Printer and SP C252SF MFP

Productive Performance

- Desktop colour
- Printer and MFP
- Network ready
- PCL and PS3 drivers
- Mobile print and scan

Low Total Cost of Ownership



SME, MA and NA Customers

Small workgroups
Executive users
Branch offices
Home workers

Target markets for Aficio SP C252DN and SP C252SF include small to medium sized enterprises (SME), major and national accounts (MA and NA) requiring desktop systems for small workgroups, executive offices, branch offices and home workers. They will be looking for compact yet effective technology offering a low total cost of ownership.

Sales strategies are explored below:

Small Workgroups

- Who: Workgroups within SME, MA and NA accounts
- Situation: Small workgroups using mix of desktop devices
- Requirements: Improve productivity, reduce print costs, simplify device management
- Strategy: Balanced deployment, networked desktop devices supporting A3 departmental MFP
- Advantages: Productive technology, small premium for MFP, easily shared, lower print costs,

Executive Offices

- Who: Executive offices within SME, MA and NA accounts
- Situation: Executives and managers using mix of desktop devices
- Requirements: Work more efficiently, simplify device management, minimise print costs
- Strategy: Replace legacy printers with more capable colour MFP
- Advantages: More versatile solution (print, copy, scan and share), mobile access (using Ricoh Smart Device Print and Scan app), low TCO

Branch Offices

- Who: MA and NA branch offices, including banks and retail
- Situation: Limited space, need to produce high quality customer-facing print and communicate via email and fax with head office
- Requirements: Simple yet effective solution, easy device management, minimise print costs

- Strategy: Common approach, one system fits all, compact yet effective technology, remote management
- Advantages: Productive technology, small premium for MFP, easily shared, easily shared, low TCO

Home Workers

- Who: MA and NA home workers, including sales people and service technicians
- Situation: Mixed home printer fleet, ineffective technology, difficult to administer, little control over print costs
- Requirements: Improve workplace efficiency, simplify device management, minimise print costs
- Strategy: Replace legacy printers, one system fits all, remote management
- Advantages: Compact yet productive, small premium for MFP, easy to connect, low TCO

6. Key Features

SP C252DN Printer and SP C252SF MFP - System		
Feature	Function	Customer Benefit
Compact design	Small footprint of just 0.18 m ² (printer) and 0.21 m ² (MFP).	Release desk space.
Two-tone colour scheme	The control panel contrasts with the machines' body colour.	Looks smart and focuses attention on the control area.
LCD guidance	The printers have a two-line LCD, and the MFPs, a four-line LCD.	Guides use, simplifying operation.
Status LED	A status LED is positioned on the front corner of the control panel.	It is easy to check the device's status.
Wireless interface	The printer and MFP have a wireless network interface.	Work from virtually any location with simple wifi connectivity.
Ethernet (wired) interface	Both devices also have an ethernet port.	It is easy to connect to a wired business network.
Sleep mode	The energy saving sleep mode reduces power consumption to 2.8 W when the machine is not in use.	Cuts energy consumption and reduces emissions.
10 second recovery	It takes just 10 seconds for the machine to recover from sleep mode.	Fast recovery saves time and ensures that the energy saving mode is used.
14 second first page	It takes just 14 seconds to print the first page.	One-off prints and copies are printed at speed to maintain productivity.
Automatic duplex	The duplex unit automatically turns paper for double sided printing.	Duplex printing improves the appearance of print and reduces paper consumption.
150 sheet catch tray	Output is delivered facedown to the space-saving internal catch tray.	Ready collated sets are easily collected from the front of the machine.
250 sheet paper tray	The frontloading paper tray holds 250 sheet of paper.	The paper tray is easily accessed for replenishment.
Single sheet bypass	There is a single sheet bypass located at the front of the machine.	Using the bypass it is easy to print onto letterhead paper and envelopes.
Optional 500 sheet paper tray	An optional 500 sheet second paper tray is easily attached.	Save time by holding different media on-line ready to use. Provides extra capacity for long jobs.

SP C252DN Printer and SP C252SF MFP - Printing		
Feature	Function	Customer Benefit
20 ppm simplex	SP C252DN and SP C252SF can print 20 A4 single-sided pages a minute.	Productive performance from a compact desktop device.
12 ppm duplex	SP C252DN and SP C252SF can print 12 A4 double-sided pages a minute.	Double sided output is produced faster than other comparable models.
Matched colour / B&W print speeds	Colour and black-and-white output is produced at the same speed.	Printing in colour doesn't compromise productivity.
2400 x 600 dpi	The printer and MFP produce high quality 2400 x 600 dpi resolution print output.	Crisp blacks and vibrant colours are suitable for professional presentations.
Smart Device Print and Scan app	Free Ricoh app enables documents to be printed from smartphones and tablets.	Improves access and mobility.
PCL / PS drivers	SP C252DN and SP C252SF are equipped with industry standard PCL and PostScript drivers.	Printing doesn't slow the user's PC as print files are processed by the printer rather than the user's PC.
Point and click icons	The standard PCL and PS drivers feature icon based settings.	The drivers are easy to use and support advanced settings such electronic sorting and as booklet printing.
Universal driver	Ricoh has developed a single uniform print driver which works with multiple Ricoh devices.	Increases workforce mobility in environments where multiple Ricoh devices are in use.
Fit to size	Automatically resizes documents to fit the available paper size.	Reduces print errors, saving time and money.
Palette colour	A feature of Ricoh's PostScript driver, palette colour can be used to simulate Pantone colours.	Improves the appearance of logos and other special colours.
Black over print	Using black overprint, black text and graphics are rendered over background colours as an overprint, eliminating any halo effect.	Improves the appearance of text overlays.
Letterhead printing	Letterhead paper can be fed from a specified tray and incorporated into document as a cover sheet. Print parameters can be set to ensure the letterhead logo area is not overprinted.	The feature makes it easy to automate production of smartly presented letters, proposals and reports.

SP C252SF MFP - Scanning		
Feature	Function	Customer Benefit
Colour scanner	Documents can be scanned in full colour at resolutions of up to 1200 x 1200 dpi.	High-resolution scanning facility eliminates the need for standalone scanning device.
ADF	SP C252SF is equipped with a 35 sheet automatic document feeder.	Automates scanning and copying processes, saving time.
Flatbed scanner	Lifting the ADF, books and photographs can be scanned from platen glass.	It is easy to scan bound or mounted originals such as books and photographs.
Scan to e-mail	Documents can be scanned and e-mailed directly to recipients.	Share hard copy information without need for paper-based copies.
Scan to folder	Documents can be scanned in colour and saved to a network location.	Archive important documents in a digital format.

TWAIN driver	The TWAIN driver allows computer-based scanning applications to initiate scanning.	Easy integration with most common scanning applications.
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SP C252SF MFP - Copying		
Feature	Function	Customer Benefit
Scan once, copy many	Copies are produced from memory.	Each copy is identical to the first.
Electronic sorting	Copies and prints are delivered in page order.	Saves time as sets are collated ready for distribution.
Digital zoom	The MFP has a 25 to 400% zoom. Standard enlargement and reduction ratios are easily selected.	Small images are easily enlarged for easier reading.
ID card copy	Automatically copies both sides of an ID card onto one side of a sheet of paper.	Saves time and paper. Will prove useful to organisations such as hotels where there is a need to copy credit cards and passports.
Combine copy	Scan two or four originals and print them as tiled copies on one sheet of paper	Reduce print and paper costs.

SP C252SF MFP - Fax		
Feature	Function	Customer Benefit
Fax functionality	SP C252SF MFP is a fully featured plain paper fax machine.	Eliminates the need for a dedicated fax machine.
Internet fax	Fax messages can be sent and received using internet protocols.	Reduce line costs and speed transmission/reception.
PC fax	Using optional PC fax software, fax messages can be sent and received from PC.	Saves time, reduces print costs and paper consumption.
Fast transmission	An A4 fax message can be scanned in five seconds and transmitted in three seconds.	Fast transmission saves the user time and reduces line charges.
Book fax	Bound documents, such as brochures and reports, can be faxed directly from the platen glass.	There is no need to breakdown or copy bound documents before they are faxed.
Quick dial	There is the facility to save 200 speed dial locations.	Speeds communication with regular contacts.
Serial broadcast	Messages can be sent to 100 locations at the same time.	Simplifies distribution of reports.

7. Environment

Ricoh is committed to environmental conservation. From the design and manufacture of new products through to their everyday use and recycling at end-of-life, Ricoh develops products which limit environmental impact in every phase of their lifecycle. Ricoh's environmental credentials include:

Product Design

Ricoh products are designed to be energy-efficient at every stage of their life. We employ new technologies to save energy and use materials from renewable or recycled sources. Our new PxP™ toner is, for example, produced organically, reducing energy consumption in the manufacturing process by 30%.

Manufacturing

To ensure 100% of waste is recycled from all sites, zero-waste processes are in place. Major savings in resource usage have been added to achieve demanding company targets and reduce carbon footprint. Custom-built pre-configured models require less packaging and take up less space in transit.

Everyday Use

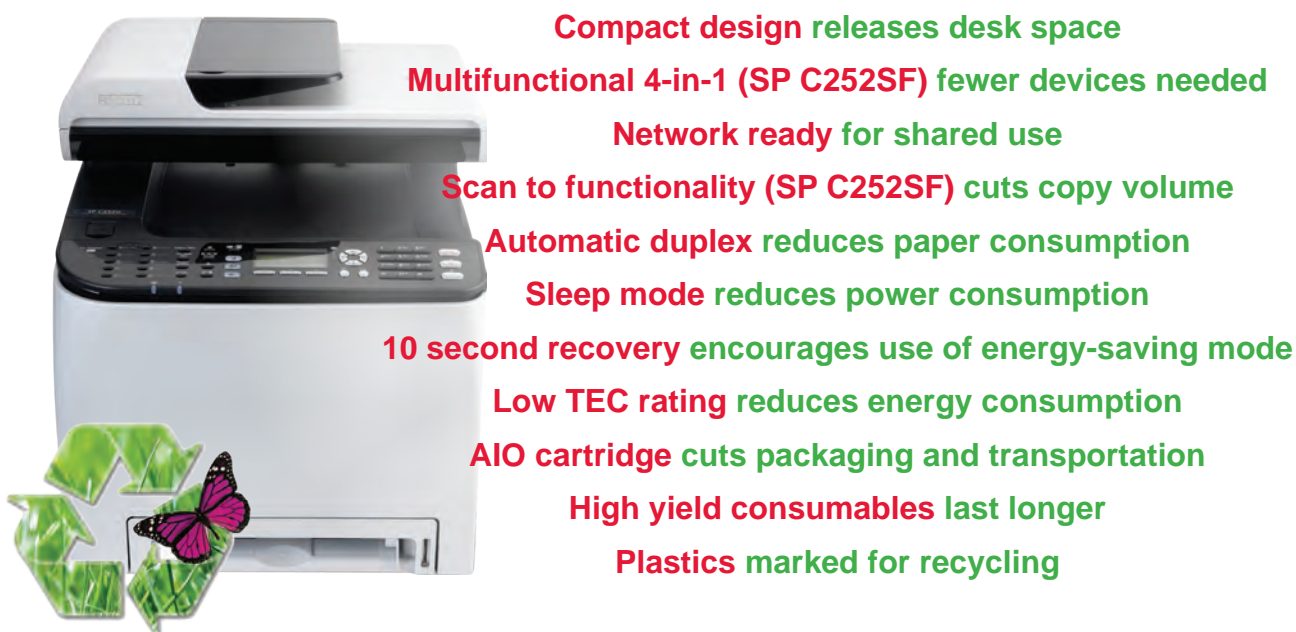
Ricoh products conserve energy, toner and paper in everyday use. Our Quick Start-Up (QSU) technology, for example, enables quick recovery from energy saving modes. Printing double-sided reduces paper consumption and scanning to e-mail / folder reduces the need to make paper-based copies, reducing document volumes.

End-of-Life Recycling

The basis for a sustainable society is the re-use and recycling of end-of-life products. Plastics are marked for identification and recycling at end-of-life. Collection processes maximize returns from the field. We meet and exceed all legislative requirements such as the Waste, Electrical and Electronic Equipment (WEEE) regulations.

SP C252DN and SP C252SF

The environmental advantages of using SP C252DN and SP C252SF include:



8. Specifications

		SP C252DN	SP C252SF
Functionality	Printer	Standard (colour)	
	Scanner	No	Standard (colour)
	Copier	No	Standard (colour)
	Fax	No	Standard (mono)
Physical	Dimensions (WxDxH)	400 × 450 × 320 mm	420 x 493 x 460 mm
	Footprint	0.180 m ²	0.207 m ²
	Weight	23.8 kg	<29 kg
Performance	Warm-up Time	30 s	
	First Print Speed	14 s	
	Speed (mon/col)	20/20 ppm (simplex) / 12/12 ppm (duplex)	
	Duty Cycle	65,000	
Handling	Paper Supply (std/max)	2 (250+1) / 3 (250+1+500)	
	Std Paper Capacity	251	
	Max Paper Capacity	751	
	Paper Weights (gsm)	60-160 (tray) / 60-160 (bypass) / 60-90 (duplex) / 60-105 (opt tray)	
	Duplex	Standard	
	Document Feeder	NA	Standard (35 sht ADF)
	Finishing	150 sheets / electronic sort	
Printing	Print Resolution	2400 x 600 dpi	
	PDL	PCL5c/6 & PS3	
	Interface	USB 2.0, Ethernet and Wireless	
Copying	Copy Resolution	N/A	600 x 600 dpi
	Quantity Selector	N/A	1-99
	Zoom Range	N/A	25% to 400%
	Preset Ratios	N/A	4R/4E
Fax	Fax Type	N/A	G3, Internet and PC fax
	Fax Compression	N/A	MH/MR/MMR/JBIG
	Max TX Resolution	N/A	200 x 200 dpi
	Transmission Spd	N/A	3 sec (200 x 100dpi, JBIG)
Scanner	Type	N/A	Colour
	Scan Resolution (max)	N/A	1,200 x 1,200 dpi
	TWAIN Compatible	N/A	Yes
	Scan-to ...	N/A	Email and folder
Volumes	Ave Monthly Volume	500 prints	800 prints
	Max Monthly Volume	3,000 prints	
	Machine Life	5 years / 180,000 pages	
Supplies	Yield (ISO/IEC 19798)	High Yield: 1 x 4,500 pages (K) and 3 x 4,000 pages (CMY) Ultra High Yield: 1 x 6,500 pages (K) and 3 x 6,000 pages (CMY)	

9. Configuration

SP C252DN Printer	SP C252SF MFP
Standard A4 20 ppm colour printer 350 MHz processor 128 MB of RAM Automatic duplex 250 sheet paper tray 1 sheet bypass USB 2.0 interface 10/100 BaseTX ethernet (wired) interface IEEE802.11 b/g/n (wireless) interface PCL/PS3 driver Starter cartridges (4 x 1000 pages) 2 year warranty* (via Ricoh Europe)	Standard A4 20 ppm colour printer Colour copier Colour network scanner G3/Internet/PC fax 400 MHz processor 256 MB of RAM 35 sheet ADF Automatic duplex 250 sheet paper tray 1 sheet bypass USB 2.0 interface 10/100 BaseTX ethernet (wired) interface IEEE802.11 b/g/n (wireless) interface PCL/PS3 driver Starter cartridges (4 x 1000 pages) 2 year warranty* (via Ricoh Europe)
Options 500 sheet paper tray	Options 500 sheet paper tray

* Please check local conditions. 2 year warranty not available in all countries.



10. EDP Codes

Machine and Option EDP Codes - SP C252DN and SP C252SF				
Brand	Item	Product Name	EDP Code	Comment
Ricoh	SP C252DN Printer	SP C252DN	407522	
Ricoh	SP C252SF MFP	SP C252SF	407526	
Generic	Paper Feed Unit	Paper Feed Unit TK1010	406019	One unit per machine




Consumable EDP Codes - SP C252DN and SP C252SF				
Brand	Item	Product Name	EDP Code	Comment
Ricoh	Black Toner (high yield)	Print Cartridge Black SP C252E	407531	4,500 page yield
Ricoh	Cyan Toner (high yield)	Print Cartridge Cyan SP C252E	407532	4,000 page yield
Ricoh	Magenta Toner (high yield)	Print Cartridge Magenta SP C252E	407533	4,000 page yield
Ricoh	Yellow Toner (high yield)	Print Cartridge Yellow SP C252E	407534	4,000 page yield
Ricoh	Black Toner (ultra high yield)	Print Cartridge Black SP C252HE	407716	6,500 page yield
Ricoh	Cyan Toner (ultra high yield)	Print Cartridge Cyan SP C252HE	407717	6,000 page yield
Ricoh	Magenta Toner (ultra high yield)	Print Cartridge Magenta SP C252HE	407718	6,000 page yield
Ricoh	Yellow Toner (ultra high yield)	Print Cartridge Yellow SP C252HE	407719	6,000 page yield
Ricoh	Waste Toner Bottle	Waste Toner Bottle SP C220	406043	25,000 page yield



10. Competition

Ricoh SP C252DN Printer

Ricoh Advantages

	Ricoh SP C252DN	Brother HL-4150CDN	Kyocera FS-C5150DN
			
Functions	Print	Print	Print
Print speed A4 (BW / FC)	20ppm	24ppm	21ppm
First page out time (BW / FC)	14 sec or less	16 sec or less	10,5 (BW) 12,0 (color) sec
Duplex	Automatic (12 ppm)	Automatic (14 ppm)	Automatic
Print resolution (Max)	2400 x 600 dpi	2400 x 600 dpi	9600 x 600 dpi
Printer Languages	PCL5c, PCL6, PS3 emulation	PCL5c, PCL6, PS3 emulation	PCL5c, PCL6, PS3 emulation
Memory (Min/Max)	128/128MB	128/384MB	256/1280MB
Dimensions (HxWxD)	400 x 450 x 320 mm	313 mm x 410 mm x 486 mm	370 mm x 390 mm x 523 mm
Footprint	0.180m ²	0.199m ²	0.204m ²
Interfaces	10/100 Base-TX Ethernet, Hi-Speed USB2.0, IEEE802.11 b/g/n	10/100 Base-TX Ethernet, Hi- Speed USB2.0	10/100 Base-TX Ethernet, Hi-Speed USB2.0, IEEE802.11 b/g (option)
Paper Capacity (Min/Max)	251/751 sheets	300/800 sheets	300/1300 sheets
Paper Output Capacity(Max)	150 sheets	150 sheets	250 sheets
Starter Yield	4 x 1000 pages	1 x 2,5K Black, 3 x1,5K CMY	4 x 1,200 pages
Colour Yield	4,5K Black 4,0K CMY (High Yield) 6,5K Black 6,0K CMY (Ultra High Yield)	2,5K Black 1,5K CMY 4,0K Black 3,5K CMY (High Yield)	3,5K Black 2,8K CMY
Remark	All in One cartridge	Toner cartridge only. Separate Drum (4!) (25K) & Belt unit (50K)	Toner cartridge only. Separate Drum (4!) (100K) & Belt unit (50K)
Duty Cycle	65,000 impressions		50,000 impressions

Ricoh SP C252DN






HP LaserJet Pro 400 Color M451dw



Functions	Print	Print
Print speed A4 (BW / FC)	20ppm	20ppm
First page out time (BW / FC)	14 sec or less	17 sec or less
Duplex	Automatic (12 ppm)	Automatic
Print resolution (Max)	2400 x 600 dpi	600 x 600 dpi
Printer Languages	PCL5c, PCL6, PS3 emulation	PCL5c, PCL6, PS3 emulation
Memory (Min/Max)	128/128MB	128/384MB
Dimensions (HxWxD)	400 x 450 x 320 mm	322 mm x 405 mm x 454 mm
Footprint	0.180m ²	0.184m ²
Standard Interfaces	10/100 Base-TX Ethernet, Hi-Speed USB2.0, IEEE802.11 b/g/n	10/100 Base-TX Ethernet, Hi-Speed USB2.0, IEEE802.11 b/g/n
Paper Capacity (Min/Max)	251/751 sheets	300/550 sheets
Paper Output Capacity(Max)	150 sheets	150 sheets
Starter Yield	4 x 1000 pages	4 x 1400 pages
Colour Yield	4,5K Black 4,0K CMY (High Yield) 6,5K Black 6,0K CMY (Ultra High Yield)	2,2K Black 2,6K CMY 4,0K Black (High Yield)
Remark	All in One cartridge	All in One cartridge
Duty Cycle	65,000 impressions	40,000 impressions

Ricoh SP C252SF MFP

Ricoh Advantages

	Ricoh SP C252SF	Brother MFC 9460DN	HP LaserJet Pro 400 Color M475dw
			
Functions	Print, Copy, Scan, Fax	Print, Copy, Scan, Fax	Print, Copy, Scan, Fax
Print speed A4 (BW / FC)	20ppm	24ppm	20ppm
First page out time (BW / FC)	14 sec or less	16 sec or less	17 sec or less
Duplex	Automatic (12 ppm)	Automatic (14 ppm)	Automatic (10 ppm)
Print resolution (Max)	2400 x 600 dpi	2400 x 600 dpi	600 x 600 dpi
Printer Languages	PCL5c, PCL6, PS3 emulation	PCL5c, PCL6, PS3 emulation	PCL5c, PCL6, PS3 emulation
Memory (Min/Max)	256/256MB	128/384MB	192/448MB
Dimensions (HxWxD)	420 x 493 x 460 mm	492 mm x 410 mm x 503 mm	500 mm x 420 mm x 483 mm
Footprint	0.207 m ²	0.206 m ²	0.203 m ²
Fax Type	G3	G3	G3
Speed dials	200	300	120
Scan resolution (Max)	1200 x 1200 dpi	1200 x 2400 dpi	600 x 600 dpi
Scan to			
E-mail	Yes	Yes	Yes
Folder	Yes	Yes	Yes
FTP	Yes	Yes	Yes
SMB	Yes	Yes	Yes
Standard Interfaces	10/100 Base-TX Ethernet, Hi-Speed USB2.0, IEEE802.11 b/g/n	10/100 Base-TX Ethernet, Hi-Speed USB2.0	10/100 Base-TX Ethernet, Hi-Speed USB2.0, IEEE802.11 b/g/n
Document Feeder/Capacity	N/A	N/A	N/A
Paper Capacity (Min/Max)	35 sheets	35 sheets	50 sheets
Paper Output Capacity(Max)	251/751 sheets	300/800 sheets	300/550 sheets
Starter Yield	150 sheets	150 sheets	150 sheets
Colour Yield	4 x 1000 pages	1 x 2,5K Black, 3 x 1,5K CMY	4 x 1400 pages
Remark	4,5K Black 4,0K CMY (High Yield) 6,5K Black 6,0K CMY (Ultra High Yield)	2,5K Black 1,5K CMY 4,0K Black 3,5K CMY (High Yield)	2,2K Black 2,6K CMY 4,0K Black (High Yield)
Duty Cycle	All in One cartridge	Toner cartridge only. Separate Drum (4!) (25K) & Belt unit (50K)	All in One cartridge
	65,000 impressions	40,000 impressions	40,000 impressions

